

# **Preliminary Market Analysis Findings for Downtown Lincoln Master Plan**

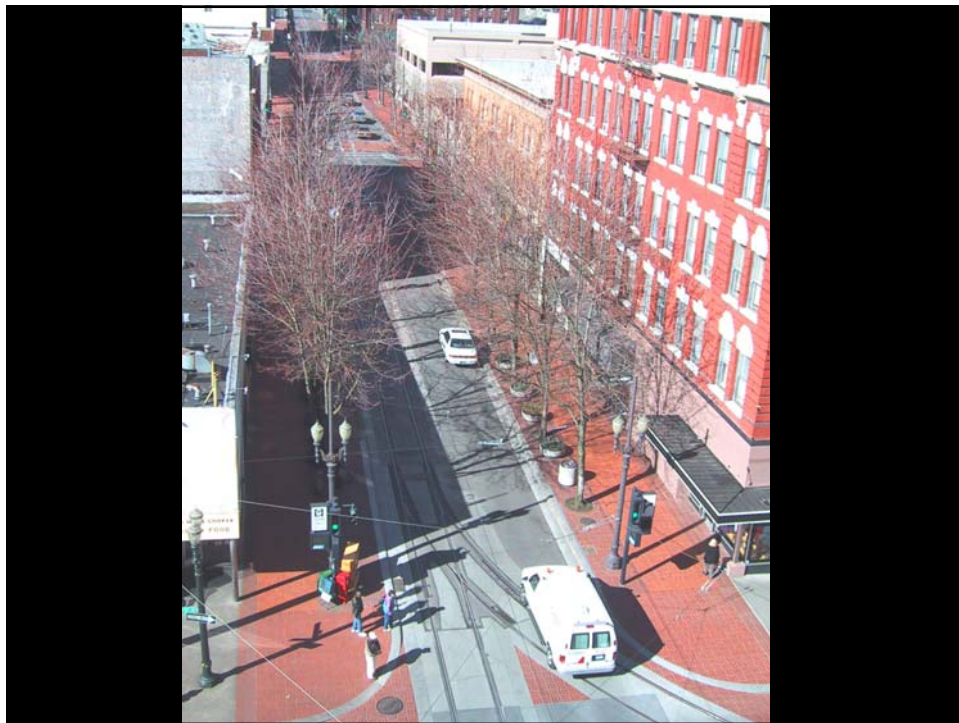
**October 2004**

**Economics Research Associates**

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## **Retail in American Central Cities:1900-1950**

- **Multi level department stores**
- **Urban housing**
- **Street car service**
- **Before dominance of automobiles**
- **No suburban malls**



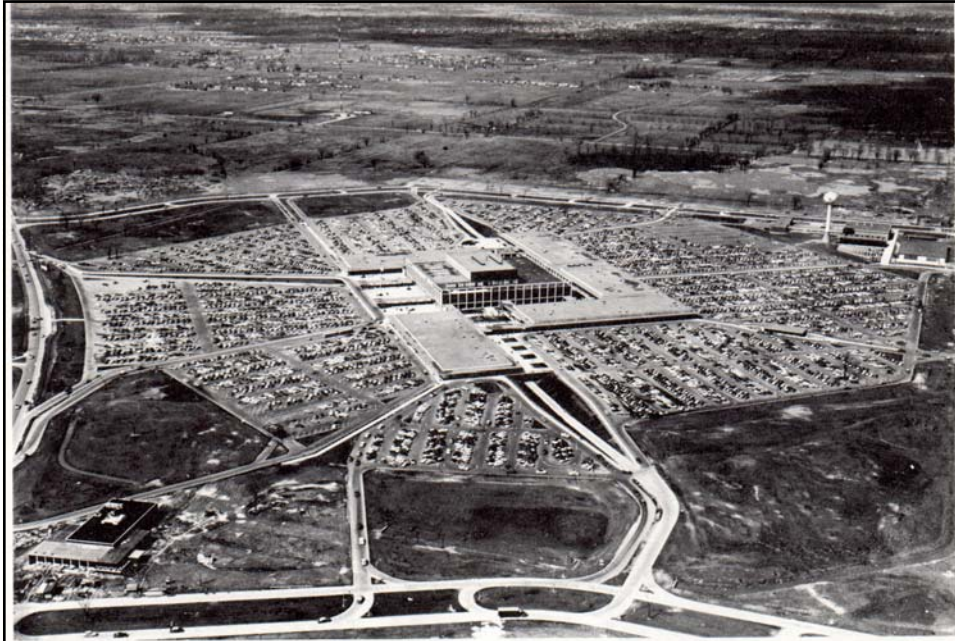
## The Suburbanization of America:1950-2000

- Romance with the automobile
- Extensive suburban housing development
- Dominance of the regional malls
- Power centers
- Freestanding big box retailers

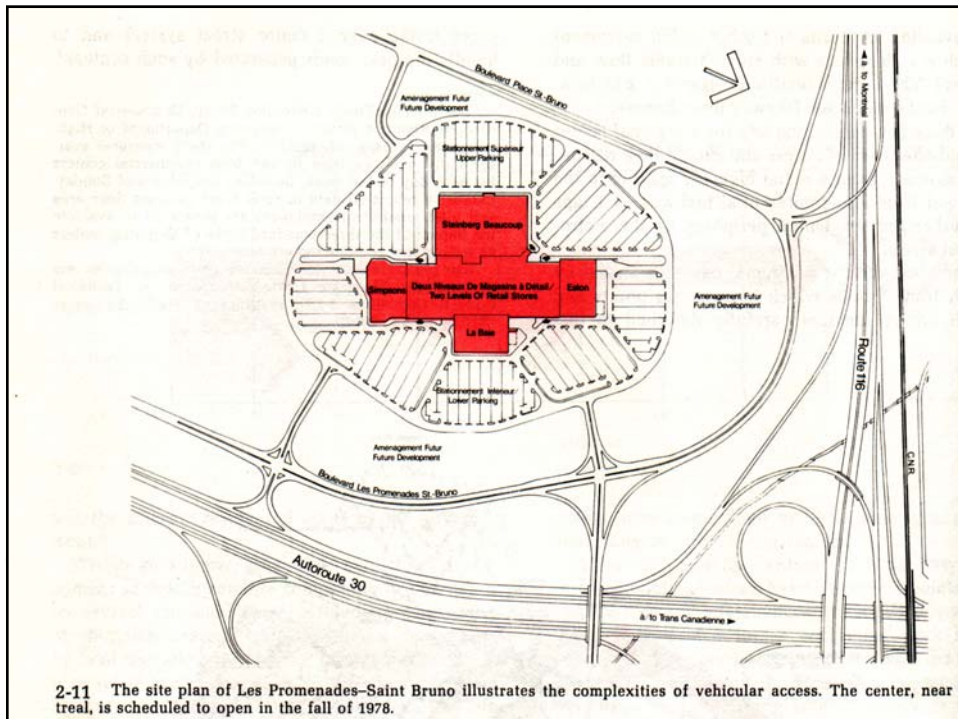
**THE SHAPE OF THINGS TO COME** Ned Nickles's influence on future Corvettes and Firebirds is readily apparent in these early renderings of the Banshee.







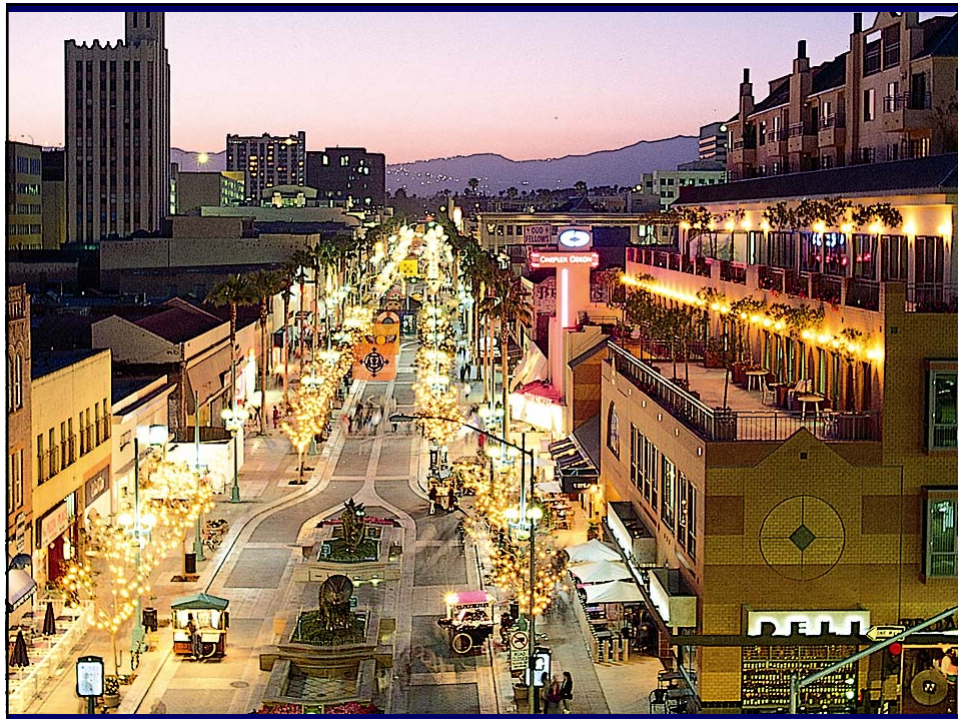
6-74 Northland as it appeared in 1954. This retail complex, now the nucleus of a major urban subcenter, was recently enclosed and expanded. The American Institute of Architects has named Northland to its list of the nation's most significant architectural works.



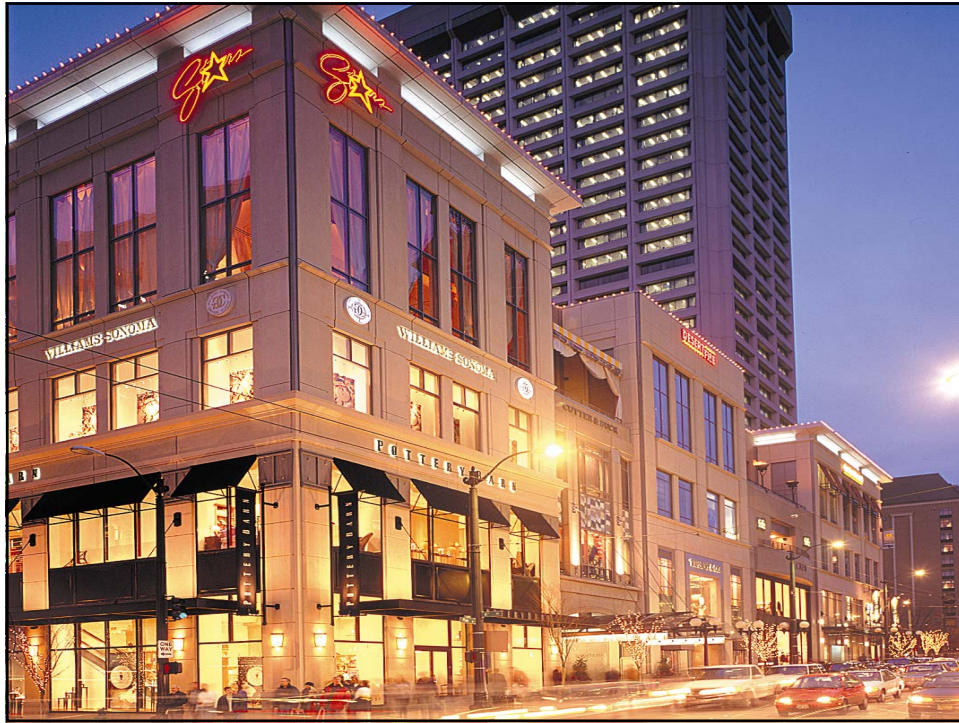
2-11 The site plan of Les Promenades-Saint Bruno illustrates the complexities of vehicular access. The center, near Montreal, is scheduled to open in the fall of 1978.

## **A Return to the Cities: 1990 -**

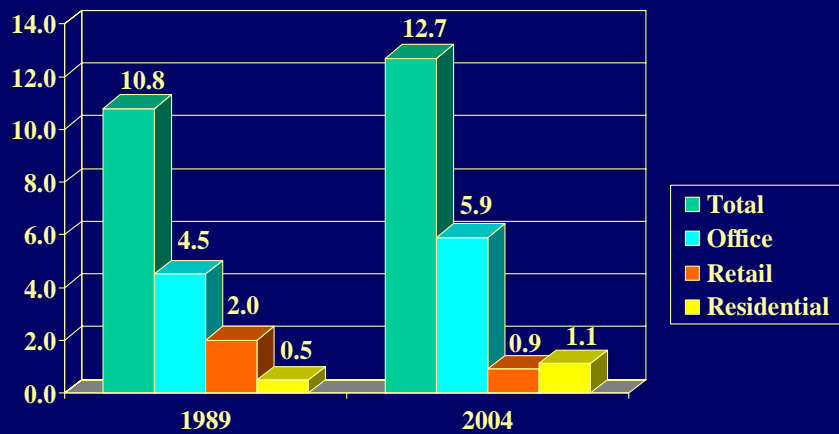
- **Younger generation departing from the life style of their parents**
- **Baby boomers becoming empty nesters**
- **Increasing highway congestion**
- **Higher gasoline prices**
- **Improving urban environment**





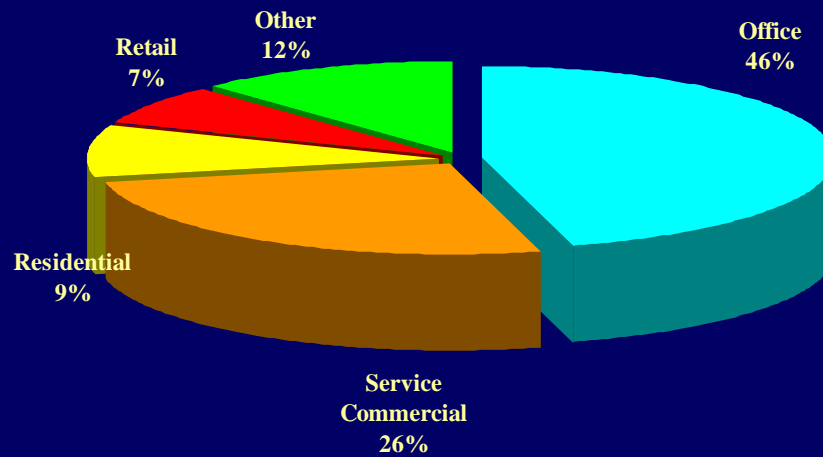


## Changes in Occupied Space in Downtown Lincoln (millions SF)



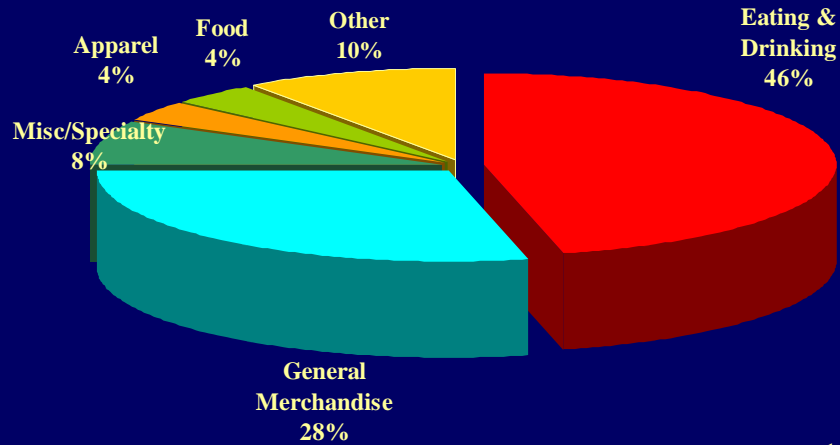
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## Distribution of Occupied Space in Downtown Lincoln (12 million SF)



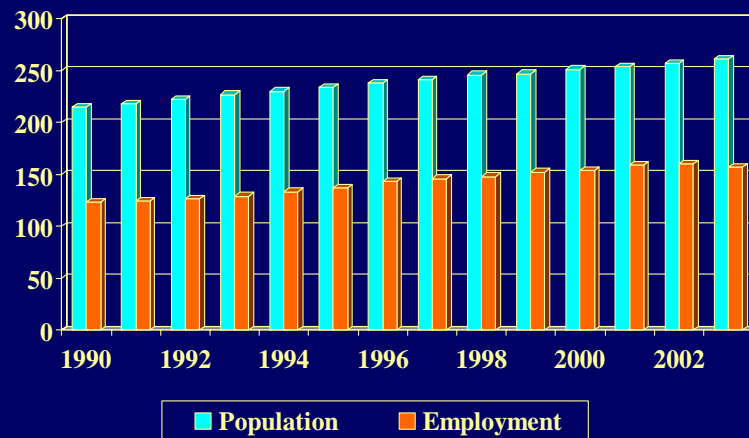
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## Distribution of Occupied Retail Space in Downtown Lincoln (930,000 SF)



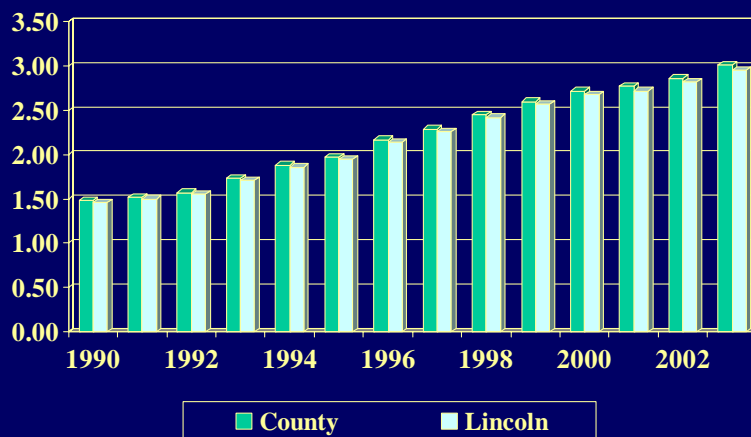
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## Lancaster County Population and Employment Growth (in thousands)



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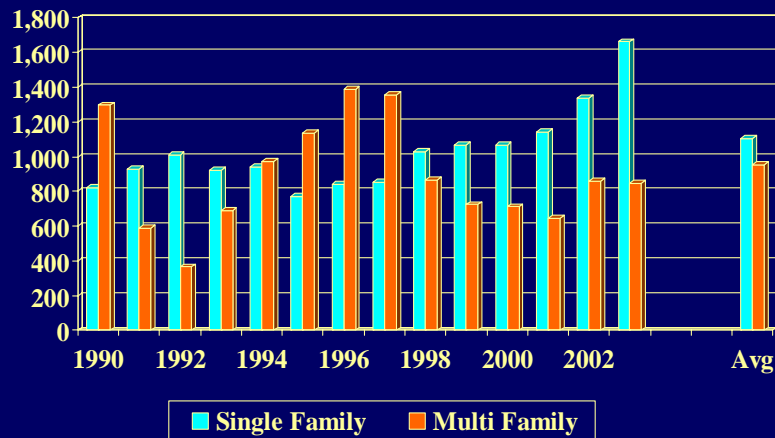
## Taxable Sales Growth in Lancaster County and Lincoln (millions of dollars)



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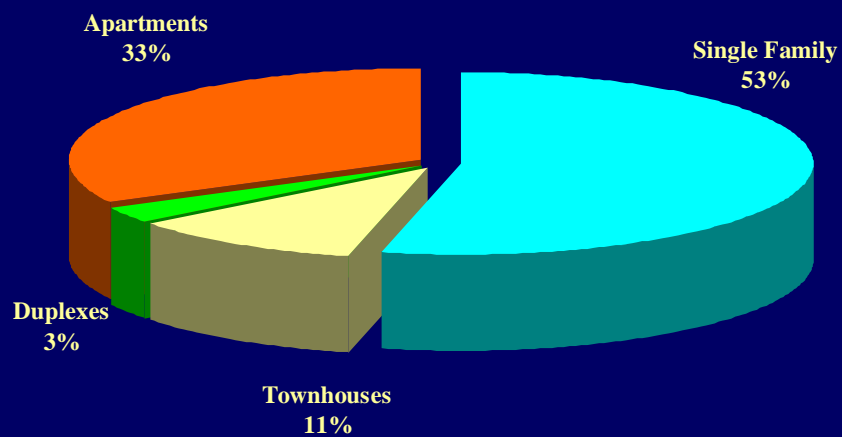


## Lancaster County Residential Construction - Units Permitted



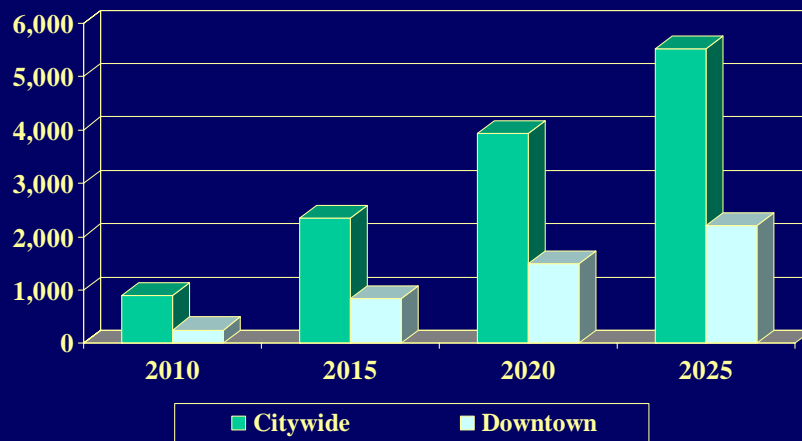
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## Distribution of Countywide Housing Construction (1990-2003)



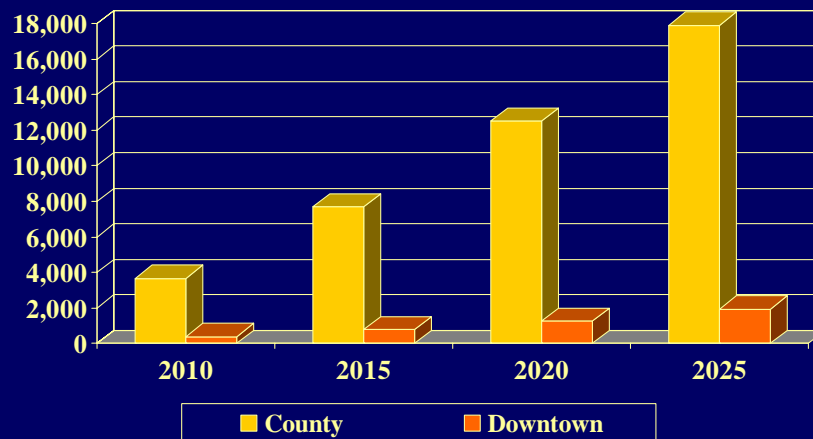
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## Citywide and Downtown Office Demand Forecast (1,000 SF)



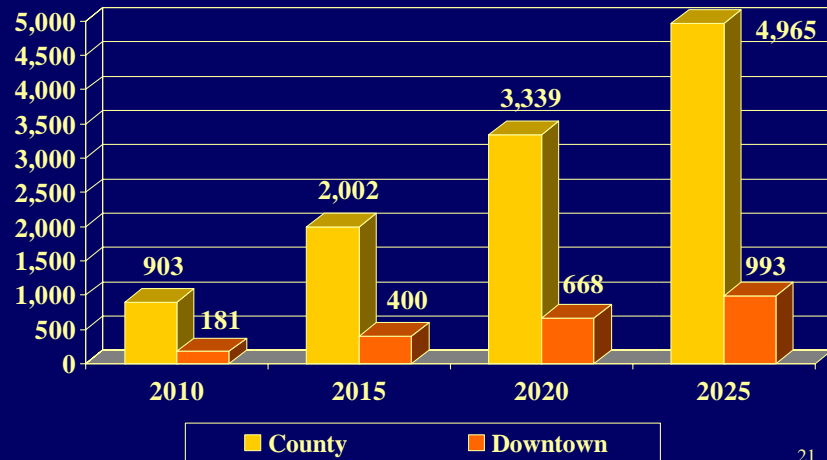
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## Countywide and Downtown Multi Family Housing Demand Forecast



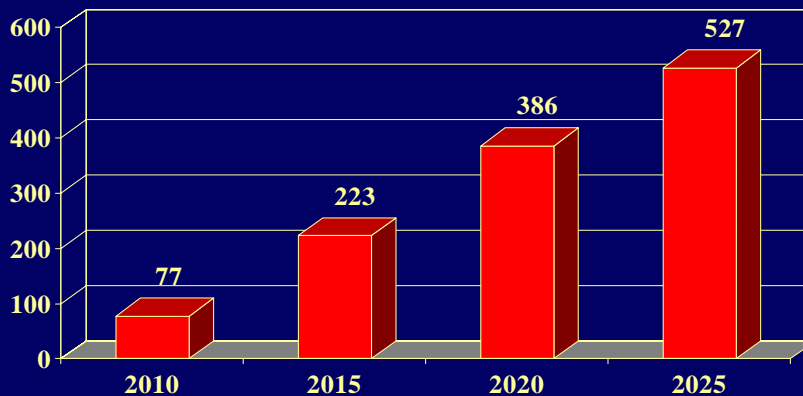
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## Countywide and Downtown Hotel Demand Forecast



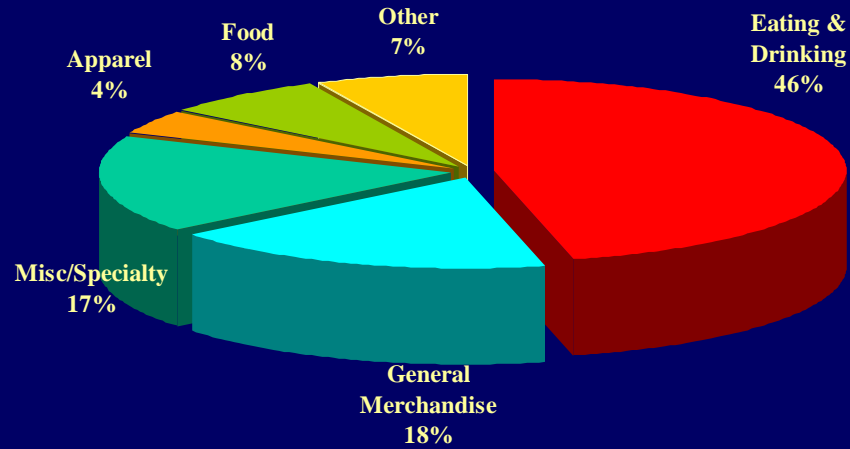
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## Downtown Lincoln Retail Demand Forecast (1,000 SF)



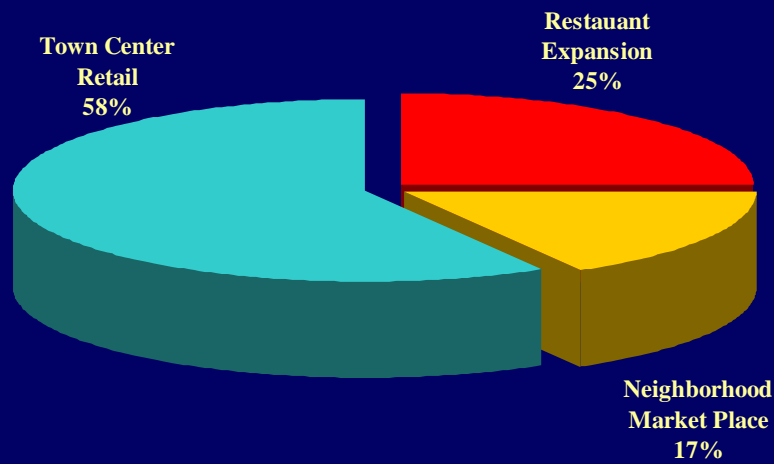
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## Distribution of Downtown Retail Space Demand (585,000 SF)



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## Three Pronged Downtown Retail Strategy



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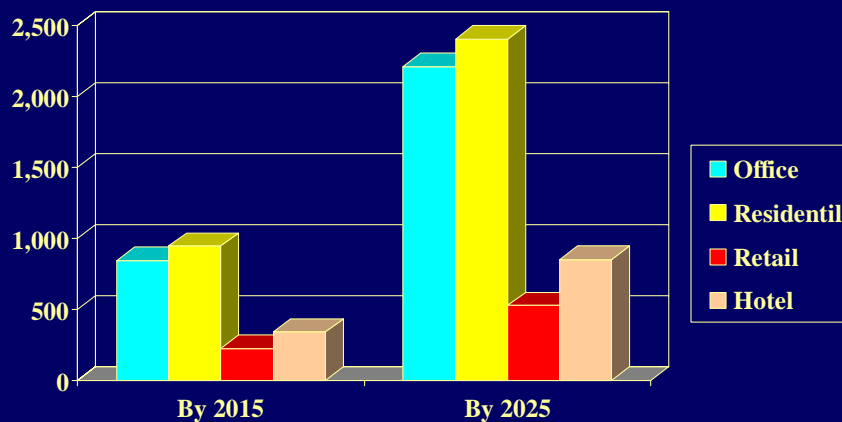


## STRATEGIC RETAIL OPPORTUNITIES

- **Build off Haymarket Square – Restaurant & Specialty Shops along P and 8<sup>th</sup>**
- **Neighborhood Market Place – Serves Downtown Employees and New Neighborhood**
- **Lincoln Town Center – New Anchors and Smaller Street-front Shops**

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## Growth in Overall Downtown Space Demand by 2025 (in 1,000 SF)



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